

**PX 41**

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**From:** Brad Garlinghouse [REDACTED]  
**Sent:** Tuesday, December 12, 2017 7:48 PM  
**To:** Monica Long  
**Cc:** Patrick Griffin  
**Subject:** Re: XRP buzz: taking stock

i'm torn. I like being proactive to say that we care deeply about a healthy XRP ecosystem and thus exchange listings are critical. We will continue to work globally blah blah blah...

I am interested in other's opinions on this (e.g. XRP team?)

On Tue, Dec 12, 2017 at 7:46 PM, Monica Long <[REDACTED]> wrote:

> OK, that point is in there. So I'm back to thinking we shouldn't  
> publish this post tomorrow morning b/c it may deflate expectations and  
> have a negative impact on XRP. We can publish later when the [Coinbase](#)  
> rumors have died down. Your thoughts?

>

> On Tue, Dec 12, 2017 at 7:44 PM, Brad Garlinghouse <[REDACTED]>  
> wrote:

>

>> I think we'd want to be more generic than that and just reference  
>> that maximizing liquidity by having XRP listed at as many global  
>> (reputable?) exchanges as possible is a critical component of  
>> delivering on our vision for the internet of value.

>>

>>

>> On Tue, Dec 12, 2017 at 7:42 PM, Monica Long <[REDACTED]> wrote:

>>

>>> OR we could call out in the post that we're actively working to get  
>>> listed on [Coinbase](#). Would that kind of public call out help pressure them?  
>>> Or hurt?

>>>

>>> On Tue, Dec 12, 2017 at 7:23 PM, Monica Long <[REDACTED]> wrote:

>>>

>>>> OK on both.

>>>>

>>>> Since rumors that Coinbase will list XRP are flying around social,  
>>>> there may be risk to us posting the "50 exchanges now list XRP"  
>>>> story tomorrow morning - as in, it may disappoint people who think  
>>>> we're about to announce Coinbase listing XRP.

>>>>

>>>> Given that risk, I'll hold the post unless you say otherwise.

>>>>

>>>> On Tue, Dec 12, 2017 at 6:34 PM, Patrick Griffin

>>>> [REDACTED]

>>>> wrote:

>>>>

>>>>> Thanks. I do not think leaking xRapid pipeline is a good idea

>>>>> since it can erode trust.

>>>>>

>>>>> I'm good with prioritizing 0 fee credit card payments but ask that

>>>>> [REDACTED] continue to manage the bitstamp relationship so we're clear

>>>>> on ownership.

>>>>>

>>>>> On Dec 12, 2017, at 6:20 PM, Monica Long [REDACTED] wrote:

>>>>>

>>>>> Hi Patrick, Brad,

>>>>>

>>>>> Here's what the marketing team is working on and my recommended

>>>>> timing/prioritization. Please let me know if we should

>>>>> reprioritize anything. I bolded items where I need your help, Patrick.

>>>>>

>>>>> Based on a quick Twitter scan, current hype is: 1. Coinbase is

>>>>> listing XRP, 2. [REDACTED] is going to start using XRP, 3. a Korean

>>>>> bank aims to use XRP via a Nikkei article.

>>>>>

>>>>> \*TOP PRIORITIES RIGHT NOW:\*

>>>>> These are activities we can act on immediately that I think will

>>>>> move the needle most significantly.

>>>>>

>>>>> - Influencer tweets:

>>>>> - The XRP comparison chart is performing very well on Twitter.

>>>>> We can ask influencers with a sizable crypto following to tweet the chart

>>>> with a message about \$XRP being the most undervalued asset on the  
>>>> cryptocharts.  
>>>> - Next step:  
>>>> - [REDACTED] to draft tweet and send to [REDACTED]  
>>>> - \*Patrick to confirm anyone else we should draft tweets for  
>>>> ([REDACTED] others?).\*  
>>>> - Translate the Nikkei article into Korean and push it via  
>>>> social:  
>>>> - Next step: [REDACTED] getting a translation.  
>>>> - Pre-announce OKex on social:  
>>>> - Next step: [REDACTED] to send tweet to Brad.  
>>>> - Leak xRapid pipeline:  
>>>> - Next step: [REDACTED] to send the pipeline.  
>>>> - \*Risks: Upsetting the customers and trading off the impact of  
>>>> a future announcement. Your guys' call.\*  
>>>> - Brad live Q&A:  
>>>> - Moved the Q&A up to Thursday.  
>>>> - Next step: [REDACTED] Monica, [REDACTED] to work on questions and  
>>>> talking points.  
>>>> - Announce [REDACTED] appointment on Thursday:  
>>>> - Next steps:  
>>>> [REDACTED] to draft release.  
>>>> - Brad to ask [REDACTED] tomorrow.  
>>>> - Bitstamp 0-fee promotion to U.S. customers:  
>>>> - Next step:  
>>>> - [REDACTED] has a call with them tomorrow morning.  
>>>> - \*They're prioritizing the xRapid deal right now.\*  
>>>> - \*My rec is we prioritize this promotion since ease of  
>>>> buying is a barrier for U.S. customers.\*  
>>>> - 50 exchanges announcement:  
>>>> - Insights post announcing XRP is listed on 50 exchanges.  
>>>> - To be released tomorrow morning.  
>>>> - Proactively pitching press, esp on the back of this rally.  
>>>> - 5-year anniversary for XRP Ledger on Dec 21:  
>>>> - Lining up: David live Q&A, Insights post with key stats that  
>>>> reinforce our positioning, PR, community gift (special edition t-shirts),  
>>>> fun community thank you video  
>>>> - Full plan here  
>>>> [REDACTED]  
>>>> \*

>>>>> - Next step: [REDACTED] quarterbacking the above tactics  
>>>>>  
>>>>> \*PRIORITIES BEFORE END OF MONTH:\*

>>>>>  
>>>>> - Korean bank POC announcement.  
>>>>> - Next step: going out tomorrow.  
>>>>> - Customer announcement in progress.  
>>>>> - Next steps:  
>>>>> - [REDACTED] to draft release.  
>>>>> - Monica to coordinate with customers.  
>>>>> - Aim for first week of new year.  
>>>>> - Design XRP ambassador program.  
>>>>> - Next step: Monica and [REDACTED] to meet with community experts.  
>>>>> - Pitching David Schwartz for technical press.  
>>>>> - Next step: already in progress.  
>>>>> - Develop music industry plan.  
>>>>> - Next steps:  
>>>>> - Monica meeting with Patrick/Asheesh on [REDACTED] app this  
>>>>> week  
>>>>> - Monica meeting with AD [REDACTED] on celeb "endorsements" this  
>>>>> week  
>>>>> - Arrange Korea/Japan press tour for Brad in Jan.  
>>>>> - Next steps:  
>>>>> - Monica to meet with [REDACTED] on potential news.  
>>>>> - Monica to meet with in-market PR teams to hire and arrange.  
>>>>> - XRP talks.  
>>>>> - Next steps:  
>>>>> - [REDACTED] is scheduling one at [REDACTED] for Dec.  
>>>>> - [REDACTED] is scheduling one at [REDACTED] for Jan.  
>>>>> - [REDACTED] is coordinating outreach to ~15 more local tech  
>>>>> companies.  
>>>>> - Cryptodoggies on the XRP Ledger.  
>>>>> [REDACTED] (our advisor) has a guy or a company who may develop  
>>>>> [REDACTED] on the XRP Ledger.  
>>>>> - Next step: Monica is following up with [REDACTED] on possibility and  
>>>>> timing.  
>>>>> - Announce payment channels user.  
>>>>> - \*Next step: Miguel to identify user.\*  
>>>>> - OKex launch and co-promotion.  
>>>>> - Next steps:

>>>>> - [REDACTED] is working with the OKex team. Call tonight.  
>>>>> - Advertising opps in Korea for XRP exchanges.  
>>>>> - Next steps:  
>>>>> - [REDACTED] is working on [REDACTED] ads, gaming  
>>>>> conference sponsorship  
>>>>> - XRP one-pager for institutional investors.  
>>>>> - Next steps: [REDACTED] is working on a draft for [REDACTED]  
>>>>> - XRP video plan for Q1.  
>>>>> - A series of explainer videos and talking head videos  
>>>>> (primarily with David and [REDACTED] on a variety of topics that clear up  
>>>>> misconceptions and highlight XRP's strengths relative to other assets.  
>>>>> - Next steps:  
>>>>> - [REDACTED] is sourcing and hiring a video production agency.  
>>>>> - [REDACTED] is developing the roadmap and brief.  
>>>>> - XRP meetup in a box plan for Q1.  
>>>>> - A "kit" to enable XRP fans to host their own meetups around  
>>>>> the world.  
>>>>> - Next steps:  
>>>>> - [REDACTED] is engaging a marketing activation agency.  
>>>>> - [REDACTED] is writing a brief.  
>>>>> - Other Insights stories:  
>>>>> - Targeted Korean post to help clear up misconceptions about  
>>>>> XRP and Ripple in and underscore our commitment to Korea.  
>>>>> - 2018 predictions - which btw will also appear in CoinDesk.  
>>>>> - [REDACTED] op-ed on digital currency regulation in the U.S.:  
>>>>> - Supporting AO'G. She's editing the draft now.

>>>>> On Tue, Dec 12, 2017 at 2:30 PM, Patrick Griffin

>>>>> [REDACTED]  
>>>>> wrote:

>>>>>  
>>>>> Here's what I gather is in flight:  
>>>>>  
>>>>> - Moving from selling to buying  
>>>>> - Tweets from influencer network  
>>>>> - Payment channels with lightning  
>>>>> - Asia exchange announcement  
>>>>> - Customer announcement [REDACTED]  
>>>>>

>>>>> I am finding time to huddle on these today.  
>>>>>  
>>>>> Adding Brad for visibility as I'm sure he's already thinking  
>>>>> about what we are doing to seize the moment.  
>>>>>  
>>>>> Patrick  
>>>>>  
>>>>>  
>>>>>  
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>



Characteristic	XRP	BTC	ETH	BCH	DASH	LTC
Speed (per trans)	3.3 secs	45 mins	4.49 mins	60 mins	15 mins	12 mins
Cost (per trans)	\$0.0004	\$1.88	\$0.46	\$0.21	\$0.39	\$0.12
Scalability (trans per sec)	1,500	16	16	24	10	56
SOURCE	<a href="https://xrplcharts.com">XRPlcharts.com</a>	<a href="https://blockchain.info">Blockchain.info</a>	<a href="https://ethscan.io">ETHscan.io</a>	<a href="https://bitinfocharts.com">bitinfocharts.com</a>	<a href="https://bitinfocharts.com">bitinfocharts.com</a>	<a href="https://bitinfocharts.com">bitinfocharts.com</a>

Source:

- XRP is the fastest, most efficient and most scalable digital asset (see chart below)
- 5 years in operation
- 34 million ledgers closed, without issue since inception
- 260 million transactions
- 2.6x and 3.3x more transactions than Bitcoin and Ethereum respectively
- Scalability throughput at 1,500 transactions per second and can handle the same throughput as Visa using Payment Channels
- Now available on 50 exchanges worldwide and growing
- Ripple has proven responsible governance and stewardship of XRP with a dedicated team of engineers and transparency about how it is being distributed. Recently, Ripple locked up 55 billion XRP in escrow for supply certainty
- Open-source technology, built on the principles of blockchain with a growing set of validators

#### Tech Proof Points:

- Over the long term, the value of digital assets will be determined by their utility
- Hands down, XRP is the only digital asset with a clear institutional use case and the technology, customers and governance to make it the best choice for global payments
- XRP is solving a multi trillion dollar problem - the payment and liquidity challenges that banks, payment providers and corporates face
- XRP is already being used with real customers
- Technologically it is massively superior to BTC, ETH and Litecoin in terms of performance - making it ideally suited to solving a payments and liquidity challenge
- We're successfully working with regulators, governments and central banks who are leaning in

#### Key Messages:

Raise the XRP's profile, drive interest of XRP, establish credibility and trust in the market.

#### Goal:

XRP 5th Anniversary - December 21



**The Anniversary Plan**

<b>Tactic</b>	<b>Timing</b>	<b>Owner</b>
Ripple Insights: Happy Birthday XRP	12/21 9:00am PST	[REDACTED]
Social blitz campaign with visuals representing proof points  (from Ripple's handles plus suggestions for Brad, [REDACTED] and David S)	12/21 9:00am PST+	[REDACTED] Design on images [REDACTED] / [REDACTED] on publishing
David Schwartz Q&A with XRP community (live)	12/21 12:30 - 1:30pm PST	[REDACTED]
David Schwartz Q&A transcriptions in Japanese, Mandarin, Korean to follow on Insights	As soon as we can / [REDACTED] please advise	[REDACTED]
Community thank you + swag giveaway on social  (1,000 total t-shirts to give away with regional splits)	12/21  US: 12:00noon PST APAC: 5:00pm PST EUR: 11:00pm PST	[REDACTED]
Internal note and celebration	12/21	[REDACTED]
Launch XRP icon	12/21	[REDACTED]
Media Pitches	TBD	[REDACTED]
"Best of" Tweets from 2017 - Video (Jimmy Kimmel style!)	Week of Christmas?	[REDACTED] Design